

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 /030 W

-----080008Z 070998 /66

R 061532Z MAY 77

FM AMEMBASSY CAIRO

TO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY AMMAN

AMEMBASSY BAGHDAD

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY SANA

SECSTATE WASHDC 4828

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMEMBASSY TRIPOLI

AMEMBASSY DUNIS

USDOC WASHDC

INFO AMEMBASSY ATHENS

UNCLAS CAIRO 7788

ATHENS FOR RTDO

EO 11652: NA

TAGS: BEXP, EG

SUBJ: FY79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF STATE 81091,

1. EMBASSY RECOMMENDS FOLLOWING USDOC TRADE PROMOTION EVENTS

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FOR FY79. AT THIS STAGE OF PLANNING PROCESS, DATES PROPOSED SHOULD NOT BE CONSIDERED FIRM.

2. (A) TEXTILE EQUIPMENT: US TEXTILE MACHINERY MANUFACTURERS WILL ALREADY BE FAMILIAR WITH EGYPTIAN MARKET THROUGH PARTICIPATION IN BIDDING ON AID FINANCED MEHALLA AL-KUBRA PROJECT. IBRD FINANCING OF TEXTILE PROJECTS AT KAHR AL DAWAR AND BEIDA DYE

CO IS ALSO ATTRACTING INTEREST OF US FIRMS. WHILE PROCURE-
MENT FOR THESE PARTICULAR PROJECTS MAY ALREADY BE COMPLETED
BY FY79, A NUMBER OF OTHER TEXTILE EQUIPMENT SALES OPPORT-
UNITIES ARE EXPECTED TO HAVE DEVELOPED BY THEN, AND US
FIRMS CAN PUT THEIR ACQUIRED KNOWLEDGE OF LOCAL MARKET TO
GOOD USE. A TRADE OR SEMINAR MISSION SHOULD BE AN EXCELLENT
WAY TO FOCUS ON THESE OPPORTUNITIES.

(B) TRADE MISSION OR POSSIBLE SEMINAR MISSION

(C) LATE OCT - EARLY NOV 78.

DATES DO NOT APPEAR TO CONFLICT WITH EMBASSY SCHEDULING.

WEATHER SHOULD BE COOL

LOCAL HOLIDAYS: POPULAR RESISTANCE DAY - OCT 24

KURBAN BAIRAM - EXACT DATE TO BE DETERMINED

(D) SOME DATA AVAILABLE IN 1976 CAIRO A-203. USAID AND IBRD
STUDIES ON PROJECTS THEY ARE FINANCING SHOULD ALSO BE AVAILABLE.

3. (A) TELECOMMUNICATIONS:

IMPROVEMENT OF TELECOMMUNICATIONS FACILITIES IS AN OBVIOUS
NEED IN EGYPT AND AN IMPORTANT PRIORITY OF THE GOE. USAID IS
FINANCING A MAJOR STUDY OF THE TELECOMMUNICATIONS REQUIRE-
MENTS OF THE COUNTRY WHICH SHOULD BE COMPLETED IN THE
SPRING OF 1978. ABOUT \$40 MILLION HAS BEEN SUGGESTED FOR
AID PROJECT SUPPORT FOR TELECOMMUNICATIONS IN FY78. PRO-
CUREMENT WILL PROBABLY EXTEND INTO FY79, THUS PROVIDING EXCELLENT
OPPORTUNITIES FOR US FIRMS. ADDITIONAL NEEDS IDENTIFIED BY AID
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STUDY ARE LIKELY TO ATTRACT OTHER FINANCING.

(B) TRADE MISSION, POSSIBLE SEMINAR MISSION.

(C) LATE JAN - EARLY FEB.

PERIOD IS AFTER CHRISTMAS HOLIDAYS, BUT STILL LEAVES TIME
FOR PREPARATION FOR CAIRO FAIR IN MARCH. NO LOCAL HOLIDAYS.

(D) NO SPECIFIC MARKET REPORTS ON HAND BUT AID STUDY NOTED
ABOVE SHOULD BE EXCELLENT GUIDE.

4. (A) 1979 CARIO INT FAIR

THIS ANNUAL EVNT, IN WHICH THE US PARTICIPATED IN 1975, 76
AND 1977, (AND WILL PRESUMABLY PARTICIPATE IN 78) IS ONE OF
THE LARGEST EXHIBITIONS OF ITS TYPE IN THE MIDDLE EAST AND
HAS PROVEN TO BE A VERY SUCCESSFUL VEHICLE FOR THE PROMOTION
OF US EXPORTS.

(B) TRADE FAIR

(C) MARCH 79

(D) REPORTS ON SALES AND ATTENANCE AT PREVIOUS FAIRS ARE ON

FILE AT USDOC.

5. (A) HEAVY CONSTRUCTION AND ROAD BUILDING MACHINERY

ALREADY A SIGNIFICANT ITEM IN US EXPORTS TO EGYPT, THERE WOULD APPEAR TO BE CONTINUING OPPORTUNITIES FOR SALES OF EQUIPMENT OF THIS TYPE. AID IS CURRENTLY FINANCING MORE THAN \$20 MILLION IN CONSTRUCTION AND ROAD BUILDING EQUIPMENT AND AID FUNDING IS LIKELY TO CONTINUE IN THE NEXT SEVERAL YEARS. RECONSTRUCTION ACTIVITY IN THE SUEZ CANAL AREA AND PLANS FOR BUILDING A NUMBER OF SATELLITE CITIES SHOULD STIMULATE ADDITIONAL DEMAND FOR ITEMS IN THIS FIELD.

(B) TRADE MISSION

(C) LATE APRIL - EARLY MAY

CAIRO FAIR WILL BE OVER. WEATHER SHOULD NOT YET HAVE BECOME EXCESSIVELY WARM.

LOCAL HOLIDAYS: LABOR DAY - 1 MAY

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(D) SOME MARKET DATA AVAILABLE IN 1976 CAIRO A-203

6. OTHER FIELDS IN WHICH TRADE PROMOTION EVENTS MIGHT BE CONSIDERED:

FOOD PROCESSING: A NUMBER OF AGRIBUSINESS PROJECTS, USUALLY INVOLVING SOME ASPECT OF FOOD PROCESSING, HAVE BEEN PLANNED FOR EGYPT. EGYPTIANS ARE ALSO INTERESTED IN AUTOMATING AND MODERNIZING METHODS OF PRODUCING CERTAIN TRADITIONAL FOOD ITEMS. WATER AND SEWAGE PLANS AND EQUIPMENT: AID HAS BUDGETED \$40 MILLION FOR WATER AND SEWAGE PROJECTS FOR FY77 AND TENTATIVELY PLANS \$60 MORE IN FY78.

ELECTRICAL DISTRIBUTION EQUIPMENT. AID COMMODITY PROGRAM HAS ALREADY FINANCED A NUMBER OF ITEMS IN THIS FIELD AND AN AID ELECTRICAL DISTRIBUTION PROJECT STUDY IS UNDER WAY. OTHER DONORS, AS WELL AS GOE FROM ITS OWN FUNDS, ARE LIKELY TO SPEND SIGNIFICANT SUMS IN THIS FIELD IN THE NEXT FEW YEARS.
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TAGS: BEXP, EG
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